

## NDEP Chair Reflects on Challenges and Opportunities



**M**y three-year run as chair of the National Diabetes Education Program is coming to a close. As always, a time of transition is also a time for reflection. Charlie Clark, with strong assists from Red Hiss and Rod Lorenz, led NDEP from its inception. With the help of an army of volunteers, they built a powerful set of tools to do two things:

- Reach out to people with diabetes to motivate them to bring their disease under control and give them tips on how to do it;
- Give you—an extraordinary network of diabetes care and public health professionals—tools to strengthen your outreach and education efforts.

The landmark findings of the DCCT motivated our sponsors—the National Institute of Diabetes and Digestive and Kidney Diseases at NIH and the Division of Diabetes Translation at CDC—to launch the NDEP in 1996. Every step of the way, powerful scientific findings have driven each of NDEP's actions.

The dramatic findings of the UKPDS study, shining a bright light on the connection between diabetes and cardiovascular disease, spurred NDEP to develop messages and materials about comprehensive control—the ABCs of diabetes. And we continue to find ways to bring this message to those who need it most. Just this spring, we introduced a brochure and new outreach effort focused on comprehensive control for the American Indian and Alaska Native communities.

Over the last three years we have expanded our vision based on the findings of the DPP and developed outreach campaigns and tools for

primary prevention of diabetes. In fact, the NDEP Strategic Plan, adopted last December, calls for us to devote 50% of our resources to primary prevention, making it our top priority. The *Small Steps. Big Rewards. Prevent type 2 Diabetes* campaign, with materials for people at risk in languages from Spanish to Samoan and the GAME PLAN toolkit for health care professionals, provides the tools *we need* to reach individuals and the tools *you need* to strengthen your own efforts.

Over the last three years, we also have stepped up our efforts to be good partners with the many organizations that make up the diabetes family. We've been invited to speak—and to listen—and to share NDEP messages and resources. (see "NDEP Makes the Rounds...", page 4) NDEP leaders have made keynote presentations to physician assistants; a series of presentations to nurse practitioners; introduced [www.BetterDiabetesCare.nih.gov](http://www.BetterDiabetesCare.nih.gov) to endocrinologists, family physicians, and internists at their annual meetings; addressed dental professionals, dietitians, business leaders, Hispanic and Latino physicians, and many, many others.

We have expanded our joint programs with the American Diabetes Association, continued a strong partnership with the American Association of Diabetes Educators, and built a relationship with the new Diabetes Care Coalition (see "Empowering People...", page 3). These partnerships help to ensure that NDEP tools are promoted in association newsletters, that critically important web links are in place and, in the end, make it easier for people with diabetes and for people at risk to find the information and the help they need to get started on the road to improved health.

What's next? First and foremost, we need to continue to build partnerships and *promote, promote, promote*. We have the tools we need—based on

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## NDEP Honored with Best Medal by American Diabetes Association



▲ Members of NDEP's Executive Committee proudly display the Charles H. Best Medal for Distinguished Service in the Cause of Diabetes (from left: Drs. Lawrence Blonde, Charles M. Clark Jr., Judith E. Fradkin, James R. Gavin III, and Frank Vinicor)

**N**DEP was honored by the American Diabetes Association on June 10, 2005 at the ADA Scientific Sessions in San Diego with the Charles H. Best Medal for Distinguished Service in the Cause of Diabetes. Named for Dr. Best, the co-discoverer of insulin, the award honors distinguished service in the field of diabetes, including both scientific and non-scientific endeavors. In bestowing the honor, ADA recognized that "with focus on the media, public, and the healthcare system, the NDEP tirelessly continues the fight to change the way diabetes is treated in America." Accepting the Medal, NDEP Chair Dr. James R. Gavin III thanked the many partners without whom the NDEP would not be possible. ■

## Fran Kaufman Takes on America's Diabetes Epidemic



**D**r. Francine Kaufman takes readers to the front lines of the fight against type 2 diabetes in her new book, *Diabesity: The Obesity-Diabetes Epidemic that Threatens America—And What We Must Do to Stop It*. A past president of the American Diabetes Association, Dr. Kaufman is the head of the Center for Diabetes, Endocrinology, and Metabolism at Childrens Hospital Los Angeles and professor of pediatrics at the Keck School of Medicine of the University of Southern California. The author of more than 150 medical articles,

she also is a tireless public advocate who was instrumental in banning the sale of soda in the L.A. Unified School District. As vice chair of NDEP's Diabetes in Children and Adolescents Work Group, Dr. Kaufman chaired the writing committee for NDEP's *Helping the Student with Diabetes Succeed: A Guide for School Personnel*, and is now leading NDEP's new initiative to prevent type 2 diabetes among women with a history of gestational diabetes. **NDEP UPDATE** recently sat down with Dr. Kaufman to talk about NDEP's role in the fight against diabetes and diabesity.

**NDEP UPDATE (NU):** How can NDEP and our partners help fight the diabesity epidemic?

**Dr. Kaufman (FK):** Continue to disseminate the findings of the Diabetes Prevention Program (DPP) and spread the word that diabetes prevention is proven, possible, and powerful. You can also promote multidisciplinary models of care and encourage providers to use the body mass index (BMI) as a tool with patients.

**NU:** What advice can you offer to our partners on the front lines on how to motivate people at risk to change their lifestyle?

**FK:** So many things: Work on goals in partnership with patients and refer individuals to community resources. Use NDEP's *Small Steps. Big Rewards.* messages and materials. Encourage the use of pedometers. Use motivational interviewing with your patients.

**NU:** What *one* thing most needs to change about how diabetes is currently treated?

**FK:** I'll give you two. We need universal access to care and treatment and we need to improve the environment to promote healthy living. ■

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on sound science—to deliver our message to the public. Look for teaching guides and curricula over the next few months that we hope will help you deliver these messages. With these, we will add a strong “how to” complement to the tools we offer to help strengthen your outreach program. And we need your help to bring new energy, new creativity, and new excitement to our efforts to deliver these messages and to get our materials directly into the hands of those who need them most.

Second, we all need to continue our search for the “holy grail of diabetes”—the message that will motivate both those who have the disease and those at risk for it to make the lifestyle changes that will put them on the road to better health. Let's make NDEP the place where we find the answer!

My commitment to NDEP, and to improving care for people with diabetes, remain strong and sure. I offer my thanks to our sponsors at CDC and NIDDK for the resources that they make available to us.

My admiration for the work of each of you – the network of volunteers that makes NDEP effective—grows each day. I know that our chair-elect, Lawrence Blonde, MD, FACP, FACE, can count on your steadfast support.

Thanks for letting me be a part of the effort. ■

## AACE Issues Report on State of Diabetes in America



**A** new report, “State of Diabetes in America,” issued by the American Association of Clinical Endocrinologists (AACE) examined blood glucose control across the United States as measured by the A1C test.

The findings, based on an analysis of clinical data for 157,000 people with type 2 diabetes, revealed that two out of three did not reach the AACE-recommended target blood glucose goal of 6.5 percent or less in 2003 and 2004. In fact the majority of people in every state evaluated, including the District of Columbia, were above the AACE goal.

AACE has created a website, [www.stateofdiabetes.com](http://www.stateofdiabetes.com), where people with diabetes can take an “oath” to better manage their blood glucose, learn more about A1C goals and the importance of testing, and gain access to other valuable resources. ■

## DDT 2005: Learning, Connecting and Transforming

**M**ore than 500 people -- representing a wide range of local, state, federal, and territorial governmental agencies and private-sector diabetes partners -- gathered May 2-5 in Miami for the 2005 CDC Division of Diabetes Translation (DDT) Conference. Highlights included Marcia Draheim's opening plenary, where she urged participants to "not just dance...but to TANGO..." and the annual "Frankie Awards," honoring Diabetes Prevention and Control Programs' (DPCPs) most creative promotion and outreach efforts in the last year. And NDEP was around every corner, as staff and partners led sessions, sat on panels, and presented posters.

At the standing room only NDEP session led by Director Joanne Gallivan, nearly 100 NDEP partners shared strategies and successes in implementing NDEP campaigns and messages across the country. Special thanks to Cheryl Metheny of Illinois, Laura Shea of New York, Brenda Bodily of Utah, Mary Ann Reiter of New Jersey, Eddie Joyce of Ohio, Pat Zapp of Wisconsin, Barbara Orozco-Valdivia of California, and Don Post of Delaware for helping NDEP spread the word!

NDEP contract staff member Nicola Dawkins reported on NDEP's latest African American Work Group product. Dawkins presented the results from a pilot test of "Heath & Fitness: It's a Family Affair," a diabetes control and prevention program using nutrition and physical activity in the African American community.

Issues regarding ethnic health disparities and diabetes were covered from another perspective in Margaret Chang's update on the NDEP monograph on Southeast Asians and diabetes. Using the dearth of surveillance data as a starting point, Chang, an NDEP Research Fellow at CDC, focused on cultural and linguistic reasons behind the lack of awareness of the burden of diabetes in that population.

Taking age rather than ethnic disparities as her focus, Sandra Maldague, a member of NDEP's Older Adults Work Group and a representative of the American Society on Aging (ASA), gave a talk on NDEP's collaboration with her organization to improve diabetes prevention outreach to seniors. Maldague presented information regarding myths and facts about diabetes in older adults, media sources for reaching professionals who work with seniors, and potential partners and organizations for promoting nutrition and physical activity education within elderly communities.

Along with all of these presentations, NDEP staff and partners sat on expert panels at several special sessions. Dr. Pamela Allweiss, interim chair of the NDEP Business and Managed Care Work Group, lent her skills as an endocrinologist as part of a session about diabetes and disaster planning.

NDEP was also represented through poster presentations. Dr. Allweiss presented a poster on collaboration and training using [www.DiabetesAtWork.org](http://www.DiabetesAtWork.org) in workshops with businesses in various locations throughout the country. NDEP Director Dr. Jane Kelly previewed the *Road to Health (El Camino Hacia La Buena Salud)* toolkit. This multi-component kit is being developed by the NDEP African American and Hispanic/Latino Work Groups for community health workers and educators to help promote primary prevention. Many people who visited the poster session are now pilot testing draft materials for the kit.

The DDT conference proved fertile ground for interagency collaboration, as seen in the CDC and NIH-led training session featuring NDEP web-based tools. Elizabeth Warren-Boulton, contractor liaison with the NDEP Health Care Provider Work Group, gave an interactive workshop

on how health care providers can put [www.BetterDiabetesCare.nih.gov](http://www.BetterDiabetesCare.nih.gov) to use in their practice. In addition, NDEP Deputy Director Sabrina Harper and Veronica Davidson of the California 5-A-Day program developed case studies to illustrate how users can navigate [www.DiabetesAtWork.org](http://www.DiabetesAtWork.org).

Thanks to everyone who helped make DDT 2005 a great success, and we'll see you in Denver in 2006! ■

## Diabetes Care Coalition— Empowering People with Diabetes

by Tom Boyer • Special to NDEP UPDATE

**A** group of leaders working to improve the state of diabetes care in America has come together to determine if a non-branded advertising campaign can help convince Americans with diabetes to take control of their disease. The "Know Your A1C" campaign consists today of a pilot project in Atlanta and in Tampa, FL. And the group has big plans to take the campaign nation-wide if it becomes a success.

The Diabetes Care Coalition (DCC) constructed and launched the "Know Your A1C" advertising campaign in late January 2005. The campaign includes substantial television, radio, and print advertisements; an order fulfillment center; and materials aimed at people with diabetes. The message of the campaign drives home the fact that



people who do not manage their diabetes might as well plan for a heart attack or stroke. The DCC plans to conduct several rounds of research to measure the effectiveness of the campaign.

The campaign research conducted to date suggests that the focus and messages of the campaign are a success among people with diabetes and their health care teams. In just 3 months of airtime, the campaign increased understanding of the A1C test by 65%. (Understanding of what an A1C test is and what it measures increased from 28% to 46% among people with diabetes surveyed in Tampa and Atlanta.) Other data compiled by the DCC suggests the campaign has an even stronger impact on patients and medical professionals.

Current members of the DCC include Abbott Diabetes Care, LifeScan, Inc., Medtronic Diabetes, Novo Nordisk Inc., Roche Diagnostics, and sanofi-aventis Group. The American Diabetes Association (ADA), the Juvenile Diabetes Research Foundation International (JDRF), and the American Association of Diabetes Educators (AADE) are affiliate members. The DCC also coordinates closely with the National Diabetes Education Program (NDEP) and distributes many NDEP materials and publications to health care professionals in the pilot markets.

The DCC is working to expand the membership of the coalition over the months ahead. Look for additional news related to the DCC in upcoming issues of NDEP UPDATE as research from the pilot project becomes available. For more information on the DCC and its activities, contact Tom Boyer at [tboyer@knowyourA1C.com](mailto:tboyer@knowyourA1C.com). ■

## NDEP Makes the Rounds at Professional Meetings

As Dr. Gavin noted in his column, NDEP is increasingly being invited by our partners to speak—and to share—at national scientific and educational meetings. That NDEP has become a resource for health professional organizations seeking to address issues associated with diabetes may seem obvious, but it is a role that NDEP has earned through our reliance on evidence-based science and our development of accurate, clear, and effective tools for health care professionals. And our growing partnerships with health professional organizations are providing us with

ever-increasing opportunities to share information with the full spectrum of the diabetes health care team.

As we look ahead in 2005, NDEP has been invited to make presentations about resources for children and diabetes at meetings of the American Association of Diabetes Educators (AADE) and the American Academy of Family Physicians (AAFP).

We hope to see you there!

### Here are just some of the presentations given by NDEP in the last 12 months:

- NDEP Director Dr. Jane Kelly presented an overview of NDEP at the **July 2004 Lions Clubs International Convention** in Detroit.
- At the **American Academy of Nurse Practitioners (AANP) June 2004 Annual Meeting** in New Orleans, we hosted three learning sessions focused on NDEP control programs, prevention programs, and BetterDiabetesCare. NDEP Chair-Elect Lawrence Blonde, MD, FACE, FACP; NDEP Director Joanne Gallivan, MS, RD; and NDEP contractor Garry Curtis led the sessions.
- At the **American Association of Diabetes Educators (AADE) August 2004 Annual Meeting** in Indianapolis, NDEP hosted an educational celebration and Dr. Blonde made a presentation on BetterDiabetesCare.
- At the **October 2004 Annual Meeting of the American Optometric Association (AOA)** in Chicago, Dr. Kelly spoke about NDEP's collaborative work with Pharmacists, Podiatrists, Optometrists, and Dental Professionals (PPOD).
- At the **October 2004 Telenovela Summit** in Barcelona, Spain, Dr. Kelly and CDC Associate Service Fellow Betsy Rodriguez spoke on the potential of including diabetes-related storylines in telenovelas. The workshop, entitled "Cambios de Fortuna: La Diabetes te Sorprenderá!," was NDEP's first opportunity to interact in person with writers and producers of telenovelas and was key in leading to our current collaboration with Telemundo in developing a telenovela storyline around diabetes.
- At the **American Academy of Family Physicians (AAFP) October 2004 Conference on Patient Education** in Orlando, NDEP Director Joanne Gallivan and Dr. Kevin Peterson, chair of NDEP's Health Care Provider Work Group, offered an overview of NDEP and a presentation on BetterDiabetesCare.
- At the **March 2005 Joint Conference of the American Society on Aging (ASA) and the National Council on Aging (NCOA)** in Philadelphia, Ms. Gallivan presented an overview of NDEP's *Small Steps. Big Rewards.* campaign with a special focus on *It's Not Too Late to Prevent Diabetes. Take Your First Step Today*, NDEP's prevention campaign for older adults.
- At the **Center for Sustainable Health Outreach's March 2005 Unity Conference for Community Health Workers** in Gulfport, Mississippi, Dr. Kelly introduced NDEP's new diabetes prevention toolkit, "The Road to Health (El Camino Hacia La Buena Salud)."
- Dr. Kelly presented two workshops at the **April 2005 Annual Conference of the National Hispanic Medical Association (NHMA)** in Los Angeles: "Cuide Su Corazón: Diabetes and Cardiovascular Disease," and "Working Together to Manage Diabetes: A Guide for Pharmacists, Podiatrists, Optometrists, and Dental Professionals."
- At the **American College of Physicians (ACP) April 2005 Annual Conference** in San Francisco, Dr. Blonde presented an overview of BetterDiabetesCare.
- At the **May 2005 Prevention of Cardiovascular Disease & Diabetes Among American Indians and Alaska Natives Conference** in Denver, Dr. Kelly and Dr. Yvette Roubideaux, then chair of NDEP's American Indian and Alaska Native Work Group, delivered two presentations: "The Road to Health: Tools for Community Interventions in the Prevention of Cardiovascular Disease through the National Diabetes Education Program," and "Be Smart About Your Heart: Multi-disciplinary Resources for CVD Prevention Through the National Diabetes Education Program."
- At the **Endocrine Society's June 2005 National Meeting** in San Diego, Dr. Blonde and Robert Vigersky, MD presented an overview of BetterDiabetesCare.
- At the **American Diabetes Association's (ADA) June 2005 Scientific Sessions** in San Diego, NDEP hosted a standing-room only presentation on clinical resources led by NDEP Chair James R. Gavin III., MD, PhD; NDEP Chair Emeritus Charles M. Clark Jr., MD; and Dr. Blonde.
- At the **American Academy of Nurse Practitioners (AANP) June 2005 Annual Meeting** in Fort Lauderdale, Dr. Gavin delivered the keynote presentation on diabetes and cardiovascular disease.
- At the **July 2005 Annual Meeting of the National Association of Area Agencies on Aging (n4a)** in Bellevue, Washington, Susana Perry, vice chair of NDEP's Older Adults Work Group, presented an overview of NDEP's *Small Steps. Big Rewards.* campaign with a special focus on *It's Not Too Late to Prevent Diabetes. Take Your First Step Today.* ■



# NDEP Partners at work.

**N**DEP conducted its 3rd semi-annual Partner Activities Survey during the spring of 2005 and would like to thank all of our partners who participated. Here is a sampling of the activities reported by NDEP partners who completed the survey.

## State Diabetes Prevention and Control Programs (DPCPs)

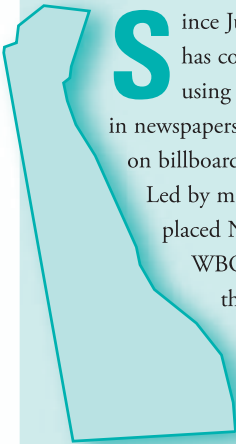
- **The California Diabetes Prevention and Control Program** offered *Recipe and Meal Planner Guides* as prizes at several community events in four regions across the state.
- **The Connecticut Diabetes Prevention and Control Program** used the NDEP Wedding Ceremony script to marry "Health E. Eating" and "Move Moore" at a diabetes review and update course.
- **The Kentucky Diabetes Prevention and Control Program** sent press releases to 126 radio stations, 29 television stations, and 149 newspapers, urging residents to "Make the Link" between diabetes and cardiovascular disease.
- **The Republic of the Marshall Islands Diabetes Prevention and Control Program** used the *Small Steps. Big Rewards.* slogan for their annual community weight loss program.
- **The Southeast Michigan Diabetes Outreach Network of the Michigan Diabetes Prevention and Control Program** held a "Dance for Life" event to kick off the *Small Steps. Big Rewards. Prevent type 2 Diabetes.* campaign.
- **The Missouri Diabetes Prevention and Control Program** used the *Small Steps. Big Rewards. Prevent type 2 Diabetes.* campaign materials to develop an "Identification of High Risk Patients" handout and an "At-a-Glance" pocket card for health care providers.
- **The Wisconsin Diabetes Prevention and Control Program** partnered with the Podiatric Society of Wisconsin to mail information about the PPOD Primer, *Working Together to Manage Diabetes: A Guide for Pharmacists, Podiatrists, Optometrists, and Dental Professionals*, to every podiatrist in the state.

## Work Group Members

- **Nelva Ancona-Paraison of the Hispanic/Latino Work Group** has used NDEP materials, including the "Por tu Vida de por Vida" video, and has conducted Diabetes Day events that provide screenings and healthy cooking demonstrations to people at risk for diabetes.
- **Barbara Aung of the Pharmacy, Podiatry, Optometry, and Dentistry (PPOD) Work Group** has disseminated NDEP materials and messages through her work as a member of the Arizona Diabetes Virtual Center of Excellence, a program of the Arizona Telemedicine Program Network that provides resources for patients and health professionals in rural community health centers throughout Arizona and the Southwest.
- **Tele Frost-Hill, vice chair of the Asian American/Pacific Islander Work Group**, disseminated information and brochures about the *Small Steps. Big Rewards. Prevent type 2 Diabetes.* campaign at a village health fair that provided screenings and cooking demonstrations.
- **Carolyn Leontos, chair of the Older Adults Work Group and member of the Health Care Provider Work Group**, placed an article regarding the *It's Not Too Late to Prevent type 2 Diabetes. Take Your First Step Today.* diabetes prevention campaign for older adults in a newsletter that reaches more than 5,000 dietetic professionals and their industry supporters. She also has made several presentations about NDEP and diabetes in older adults at conferences across the United States and in India.
- **Leonard Pogach of the Health Care Provider Work Group** disseminated *Small Steps. Big Rewards. Prevent type 2 Diabetes.* campaign messages to veterans through the Veterans Affairs *MOVE!* Program, which is designed to encourage veterans to improve their health through weight loss and exercise.

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## PARTNER *spotlight* Delaware DPCP



**S**ince July 2004, the Delaware DPCP has conducted a paid media campaign using NDEP messages on television, in newspapers and magazines, on radio, and on billboards, buses, and movie houses. Led by manager Don Post, the DPCP placed NDEP's television PSAs on WBOC, the CBS affiliate serving the Delmarva Peninsula; on Comcast Cable TV; and on Univisión. Print ads were placed in seven magazines and newspapers, two of which targeted Delaware's

Hispanic/Latino population. Other media campaign tactics included placements on radio (7 stations in all three Delaware counties); Traffax radio, a traffic reporting network that feeds live traffic reports to many radio stations across Delmarva; and ads on transit buses. The Delaware Helpline continues to track diabetes-related calls, with 129 referrals made in the first six months (July–December 2004) of the ad campaign.

Don and his staff also have sent over 300 copies of NDEP's *Helping the Student with Diabetes Succeed: A Guide for School Personnel* to school nurses in vocational, public, and private schools. To localize the guide for Delaware nurses, the DPCP added a matching folder that included additional materials and resources.

This past spring, the DPCP's Kathy Stroh designed a multi-week program on diabetes prevention using NDEP's *Small Steps. Big Rewards.* materials, along with slides on diabetes physiology, complications, risk factors, and prevalence. Kathy provided program attendees with NDEP's *Your GAME PLAN for Preventing type 2 Diabetes.* An evaluation component was designed and data analysis is currently underway; Kathy will present the program components and evaluation at the American Association of Diabetes Educators (AADE) Annual Meeting in August 2005.

Congratulations Don, Kathy, and the rest of your team for all your hard work! ■

## NDEP Commends Outgoing Work Group Leaders

In the eight years since the National Diabetes Education Program was formally launched, NDEP's work groups have been the heart and soul of the program. Meeting month in and month out via hour-long conference calls, NDEP work group members have helped to develop program messages and have promoted and disseminated them to their constituents near and far. From Alabama to American Samoa, NDEP partners have been steadfast in their efforts to help the NDEP meet its goals. Clearly, the program could not exist without these volunteers.

Fall 2005 marks a turning point in the life of NDEP's work groups. Several work group chairs who have served in leadership roles for the past eight years will be rotating off their work groups to make way for new leaders. Other leadership changes have already taken place. At this juncture, NDEP wishes to acknowledge the extraordinary contributions these remarkable individuals have made to the program.

**Mary Clark**, executive director of The Links, Inc. and chair of the African American Work Group, has been an NDEP leader since the Program's inception. Her term as work group chair will end in Fall 2005. Ms. Clark has helped to ensure that NDEP's messages and materials for African American audiences are culturally sensitive and appropriate.

Working closely with NDEP staff, Ms. Clark and her work group members have guided development of the "Family Reunion," "Discipline and Control," and "More than 50 Ways to Prevent Diabetes" mass media campaigns, and the "Heath & Fitness: It's a Family Affair" diabetes control and prevention program focusing on nutrition and physical activity in the African American community. Ms. Clark played a key role in the creation of NDEP's Operations Committee, which she envisioned as the place for NDEP leadership to share ideas and plan cross-cutting initiatives.

**Dr. Yvette Roubideaux**, assistant professor at the Mel and Enid Zuckerman Arizona College of Public Health at the University of Arizona and chair of the American Indian and Alaska Native Work Group, has worked to ensure that the diverse communications needs of Native American communities are met. A past president and leader of the Association of American Indian Physicians (AAIP), Dr. Roubideaux seized numerous opportunities to deliver presentations about NDEP's campaigns and activities on diabetes prevention and control. She recruited many longstanding members of the work group and rarely missed a monthly conference call.

During her tenure, Dr. Roubideaux and the work group helped NDEP develop the "Future Generations" and "We Have the Power to Prevent Diabetes" campaigns, a community guide for developing diabetes programs, and the "Move It!" campaign. Dr. Roubideaux secured funding to provide grants to American Indian schools to pilot test and evaluate use of the "Move It!" materials in conjunction with physical activity programs. Dr. Roubideaux will be succeeded by **Dr. Kelly Moore**, a longstanding member of the work group and the former chair of NDEP's Diabetes in Children and Adolescents Work Group.

**Dr. Rod Lorenz**, chair of the Department of Pediatrics, University of Illinois College of Medicine, has completed his tenure as vice chair of the Diabetes in Children and Adolescents Work Group and as chair of the Evaluation Work Group. Thanks to

Dr. Lorenz's efforts, the Diabetes in Children and Adolescents Work Group developed an online web resource and several tip sheets to help meet the need for information and education about type 2 diabetes in young people. His participation in the development of *Helping the Student Succeed: A Guide for School Personnel* was invaluable. In addition to serving as interim chair of the NDEP while then Chair **Dr. Charles Clark, Jr.** was on sabbatical, Dr. Lorenz guided development of NDEP's impact evaluation framework and a set of measures for process evaluation.

**Dr. Ross Taubman**, the immediate past chair of the Pharmacy, Podiatry, Optometry, and Dentistry (PPOD) Work Group, is a podiatrist in private practice in Maryland and a member of the board of the American Podiatric Medical Association (APMA). The PPOD Primer, *Working Together to Manage Diabetes*, was developed under Dr. Taubman's leadership and is a powerful new tool that helps enlist the full spectrum of health care providers in diabetes care. The Medications Table, a companion piece, has already proven to be one of NDEP's most popular tools. **JoAnn Gurenlian** has stepped in as PPOD Chair and leads the work group's efforts to promote and disseminate the materials.

**Timothy McDonald**, a veteran of the NDEP Steering Committee, played a major role in helping NDEP create and lead the Business and Managed Care Work Group. Tim's expertise in employer-sponsored health care at General Motors Corporation helped to bring together a cadre of work group members committed to changing the way business and managed care treat diabetes.

Thanks to Tim and to **Suzanne Mercure**, who served as chair of the BMC Work Group for a short term after Tim, the work group has made several major contributions to NDEP. They produced *Business Takes on Diabetes*, a report that makes the case for quality diabetes care. They helped to create [www.DiabetesAtWork.org](http://www.DiabetesAtWork.org), hosted by the Washington Business Group on Health, and helped shape a series of successful workshops to introduce the website to businesses around the country. These workshops provided a model approach that can be adapted by the state DPCPs. **Dr. Pamela Allweiss**, a professor at the University of Kentucky and consultant to CDC, currently chairs the work group.

NDEP deeply appreciates the contributions these leaders and their work group members have made to the program. Without them, NDEP could not have laid the solid foundation that has fostered the program's growth, expansion, and ongoing participation of over 150 volunteer work group members. Kudos for a job well done! ■



**You don't need to be a Superhero to manage your DIABETES.**

**You need to control your ABCs.**

Lower your risk of a heart attack or stroke by controlling the ABCs of diabetes: **A**1C, **B**lood pressure, and **C**holesterol.

**Talk to your health care provider today.**

[www.ndep.nih.gov](http://www.ndep.nih.gov) 1-800-438-5383

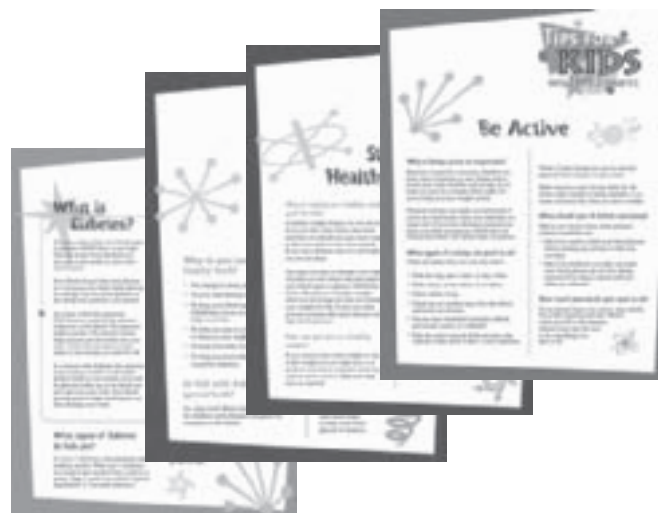
A message from the National Diabetes Education Program, sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention.



# a job WELL DONE...

## NDEP has been awarded the following honors in winter and spring 2005.

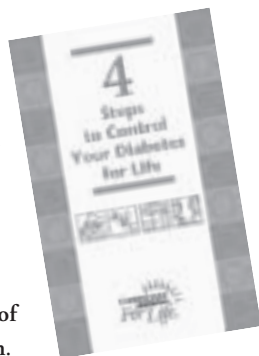
**N**DEP's *Tips for Kids with type 2 Diabetes* series was honored with a **Bronze Anvil Award of Commendation** from the Public Relations Society of America (PRSA). The tip sheets provide key information about type 2 diabetes—and encourage young people to take steps to manage the disease for a long and healthy life. Written in simple language, the tip sheets are helpful for anyone who has type 2 diabetes and their loved ones. "We applaud NDEP for its exceptional creative tactical solutions to a public relations challenge," said Sherry Goldman, 2005 PRSA Bronze Anvil Awards chair and president, Goldman Communications Group, Inc. "NDEP's entry truly set them apart from a wide field of worthy competitors." For more information on NDEP's *Tips for Kids with type 2 Diabetes* and other resources for children and adolescents, visit [www.ndep.nih.gov/diabetes/youth/youth.htm](http://www.ndep.nih.gov/diabetes/youth/youth.htm).



The *Tips for Kids with type 2 Diabetes* series also received the **Award of Distinction** by the **Communicator Awards**, an international awards competition founded by communications professionals to recognize excellence in the communication field.



▲ NDEP's *Small Steps. Big Rewards. Prevent type 2 Diabetes* tip sheets were awarded the NIH Plain Language Award of Excellence, the Apex Award of Excellence, and the Communicator Award of Distinction.



◀ NDEP's *4 Steps to Control Your Diabetes for Life* was recently awarded with an Honorable Mention by the NIH Plain Language Awards.



NDEP's *MOVIMIENTO* music CD, a cross-over original music CD aimed at getting Hispanics and Latinos at risk for and living with type 2 diabetes to be more physically active, was honored with a **Communicator Awards Crystal Award of Excellence**. The Award of Excellence is presented to those entrants whose ability to communicate makes them the best in their field.

For more information on *MOVIMIENTO* or to download songs, visit [www.cdc.gov/diabetes/ndep/movimiento.htm](http://www.cdc.gov/diabetes/ndep/movimiento.htm). ■

### PARTNERS from page 5

- **Milissa Rock of the Pharmacy, Podiatry, Optometry, and Dentistry (PPOD) Work Group** distributed the PPOD Primer and poster to approximately 200 optometrists, pharmacists, podiatrists, and dentists. In addition, she distributed the primer to several general practitioners' and endocrinologists' offices.
- **Janine Rourke of the American Indian/Alaska Native Work Group** disseminated the *Expanded Medicare Coverage of Diabetes Services* fact sheet at diabetes education sessions and community clinics.
- **Dawn Satterfield of the Diabetes in Children and Adolescents Work Group** used the *Tips for Kids with type 2 Diabetes* series to develop curricular content for the NIH/CDC/IHS Diabetes Education in Tribal Schools project.
- **Donna Tomlinson of the Business and Managed Care Work Group** used the *Be Smart About Your Heart: Control the ABCs of Diabetes* campaign materials during activities such as education classes and screenings that reached more than 1,000 employees. ■



The NDEP regularly exhibits at national meetings across the country. Exhibits provide an opportunity to share information and publications, promote NDEP programs and resources, and strengthen links with partner organizations. Upcoming NDEP exhibits are listed below:

- **Association of American Indian Physicians**  
August 1-6, 2005 • Washington, DC
- **American Association of Diabetes Educators**  
August 10-13, 2005 • Washington, DC
- **American Academy of Family Physicians**  
September 28 – October 2, 2005 • San Francisco
- **American Dietetic Association**  
October 22-25, 2005 • St. Louis

To order these publications or other NDEP materials, please call 1-800-438-5383 or visit the NDEP website, [www.ndep.nih.gov](http://www.ndep.nih.gov).

### Take Care of Your Heart. Manage Your Diabetes. Adapted for American Indians and Alaska Natives

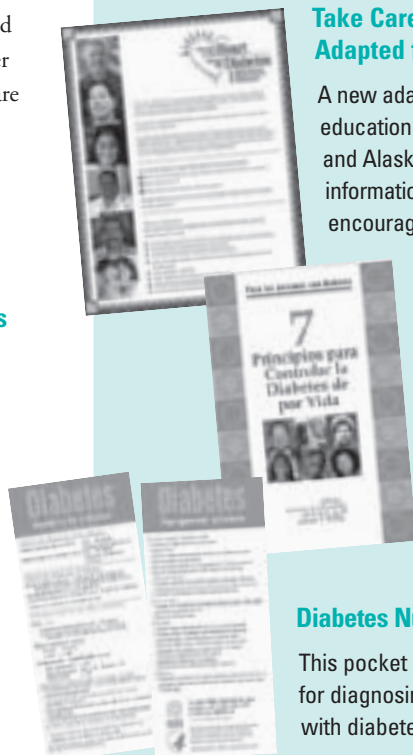
A new adaptation of the NDEP's "Be Smart About Your Heart" patient education materials is now available. Adapted for American Indians and Alaska Natives with diabetes, this patient education flyer provides information about the link between diabetes and heart disease and encourages American Indians and Alaska Natives to manage their blood glucose, blood pressure, and cholesterol. Each flyer has a record form to enable people with diabetes to keep track of their numbers and work with their health care providers to reach their target goals.

### 7 Principios para Controlar la Diabetes de por Vida

This Spanish version of *7 Principles for Controlling Your Diabetes for Life* expands upon *4 Steps to Controlling Your Diabetes for Life*, providing in-depth information on comprehensive diabetes care.

### Diabetes Numbers at-a-Glance – Updated March 2005

This pocket guide for health care providers lists ADA recommendations for diagnosing pre-diabetes and diabetes and for managing patients with diabetes.



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